

Notice of References Cited	Application/Control No. 10/020,779	Applicant(s)/Patent Under Reexamination SWIX ET AL.	
	Examiner John Van Bramer	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,848,397	12-1998	Marsh et al.	705/14
*	B	US-5,721,827	02-1998	Logan et al.	709/217
*	C	US-5,809,481	09-1998	Baron et al.	705/14
*	D	US-5,854,897	12-1998	Radziewicz et al.	709/224
	E	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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	S					
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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings of the International IFIP/GI Working Conference on Trends in Distributed Systems for Electronic Commerce, Pages: 1 - 10, Year of Publication: 1998).
	V	
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.